

EXHIBIT : 3

REDACTED

AdX Dynamic Price Model Training

written by: [REDACTED]
based on work of [REDACTED] and others
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Overview

We want to train machine learning models that can predict how much buyers are willing to pay for a given ad impression opportunity (AdRequest). Applications for such models include

- [REDACTED]
- [REDACTED]
- [REDACTED]

[REDACTED]

This doc mostly talks about setting up a training and evaluation pipeline. Plugging the model into serving will be covered in a separate doc.

Raw Input Data

[REDACTED]

